



# A STUDY ON EXAMINING SOCIO-ECONOMIC CHARACTERISTICS AFFECT TOURISTS' TRAVEL BEHAVIOUR

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## ABSTRACT

This research is purely explaining the socio-economic characteristics affect the tourists' travel behaviour in India. This article has been prepared purely on the data collected from the tourists in India especially on socio-economic characteristics on their travel behaviour. A complete and accurate literature review has been collected for this article. Here this article helps in understanding the impact of socio-economic characteristics on tourists' travel behaviour, it is very essential to delve deeper into individual factors. This article explains in detail how various socio-economic features influence travel patterns, mode choice, trip frequency and behaviour across different contexts. Socio-economic characteristics like income, age, education and employment status play a crucial role in shaping tourists' travel behaviour. These factors not only influence how often individuals travel but also which modes they prefer. This detailed examination provides a valuable insight on urban planners, transport authorities and policy makers to encourage equitable and efficient travel behaviour.

**KEYWORDS:** Socio-Economic Characteristics, Travel Behaviour, Tourism

## INTRODUCTION

Travelers' socioeconomic backgrounds have a significant impact on their motives, choices, and behaviours in the diverse industry of tourism. Factors including money, education, social status, and cultural norms frequently influence the decisions made by tourists, influencing anything from the choice of place and frequency of travel to spending habits and activity kinds. For example, people with more money to spend could favour luxury or foreign travel, whereas people with less money might favour more affordable or local options. In a similar vein, education affects both awareness of sustainable travel practices and the kinds of experiences that people seek, such as eco-tourism or cultural tourism. Understanding these socioeconomic factors is crucial for tourism operators who aim to adjust to the changing needs of tourists and to reach a variety of market segments in the quickly shifting global landscape of today. In order to find trends that can assist destination managers, marketers, and legislators in developing customized services, inclusive marketing plans, and promoting fair access to travel opportunities, this study looks at how socioeconomic characteristics affect travel behaviour. The ultimate goal of this research is to assist in the creation of a more adaptable, inclusive, and sustainable tourism sector by examining how socioeconomic issues influence traveller behaviour.

Understanding the socioeconomic factors influencing traveller behaviour has become crucial for industry stakeholders and governments in an increasingly interconnected world where more individuals than ever before can travel. When it comes to their travel planning, location selection, activities, and even relationships with local communities, travellers from a variety of socioeconomic backgrounds exhibit distinctive patterns. For instance, the kind and standard of lodging, modes of

transportation, and eating alternatives that tourists choose are frequently determined by their income levels. Additionally important factors are career and education, which affect preferences for particular experience categories including adventure tourism, eco-friendly travel, and cultural immersion. Furthermore, social status and cultural values influence not only how travellers behave but also how they view and interact with places, hence socioeconomic variables play a crucial role in determining tourists experiences. This study offers insights into how socioeconomic characteristics influence travel preferences and choices, with implications for marketing, product development, and legislation as the tourism sector looks to serve a more varied global audience. Through a thorough analysis of these variables, the study seeks to demonstrate how customized approaches can address the unique requirements of various demographic groups, fostering inclusion and raising customer happiness. Additionally, by assisting locations in serving a wider spectrum of tourists, our research seeks to educate policies that promote sustainable tourism growth and make travel more egalitarian and accessible. By doing this, the study advances our knowledge of the socioeconomic foundations of traveller behaviour, which is essential for developing a tourism industry that is both sensitive to consumer wants and social inclusivity.

Socio-economic considerations greatly influence people's travel choices, tastes, and experiences overall, the relationship between these characteristics and tourist travel behaviour is an important topic of study in tourism research. Income, education, occupation, age, family structure, and social status are just a few examples of socioeconomic factors that have a significant impact on where people choose to travel, how frequently they do so, what they do when traveling, and how much they spend while traveling. For instance, educational attainment may

affect the desire for cultural or eco-tourist experiences, while economic levels may influence the decision between luxury and low-cost travel destinations. Additionally, the frequency, length, and kinds of accommodations required might be influenced by cultural background, family dynamics, and employment flexibility. In order to create customized services and marketing plans that better satisfy the various demands of various demographic groups, companies, destination marketers, and legislators must have a thorough understanding of these socioeconomic aspects. Furthermore, by emphasizing the ways in which socioeconomic gaps impact accessibility and travel opportunities, this study might help shape inclusive and sustainable tourism policies. In this sense, studying the socioeconomic factors influencing traveller behaviour yields insightful information that helps the tourism industry adopt a more individualized and fair strategy.

Understanding the socioeconomic factors that influence travel behaviour is crucial for developing inclusive and adaptable tourism strategies as the industry continues to expand globally. In addition to influencing how people plan and carry out their travels, differences in income, education, occupation, age, and cultural background all have an impact on their experiences and level of pleasure. Larger-income tourists, for example, frequently place a larger value on luxury and convenience, whereas those with tighter budgets might favour affordability and usefulness. Similar to this, travellers' tastes might be influenced by their educational background; highly educated people tend to go for places that are historical, cultural, or environmentally friendly. The frequency and length of travel can be influenced by occupational jobs, particularly those that provide for flexibility. People in flexible roles are more inclined to travel frequently or combine work and leisure time. Age and stage of life also play a significant role; younger tourists tend to seek out adventure and discovery, whilst older people may choose comfort and leisure. By examining these socioeconomic factors, travel agencies can gain a deeper understanding of the factors that influence travellers' decisions and inclinations. In order for tourism stakeholders to provide experiences and services that appeal to a range of socioeconomic backgrounds and eventually support a more inclusive and sustainable tourism industry, this study attempts to advance a deeper understanding of these aspects.

### Objective of the Study

- To explore how various socio-economic factors affect interest in sustainable tourism, supports policies that promotes tourism practices.
- To evaluate the influence of technological and economic access on tourists travel decision making.
- To identify the relationship between socio-economic factors and travel choices of tourists on their travel behaviour.
- To analyse the impact of income and motivations to travel on their travel behaviour of the tourists'.

### Hypothesis of the Study

- Tourists with higher education and income levels indicates greater interest in sustainable travel options and eco-friendly than lower socio-economic status.
- Tourists with greater access to digital platforms use online

tools for travel planning more frequently compared to tourists with limited access to technology.

- There is a significant relationship between the socio-economic factors and travel choices selected by the tourists.
- Tourists with higher education are more likely to prioritize cultural, educational and sustainable travel experiences over purely recreational or leisure-based travel.

### Scope of the Study

The primary goal of this research is to determine how socioeconomic factors affect travellers' choices. The goal of the study is to investigate how important variables including age, gender, income, education, occupation, and social class affect several facets of travel, such as preferred destinations, frequency of travel, spending habits, and mode of transportation and lodging. Additionally, it will look into how these elements influence the reasons behind visitors' decisions and the kinds of travel they take part in, like luxury experiences, adventure travel, and cultural tourism. In order to capture variances across various income groups, educational levels, and life stages, the study will include both domestic and international tourism, concentrating on distinct traveller segments. Policymakers, travel agencies, and accommodation providers, among other stakeholders in the tourism industry, will find great value in the research findings as they work to create customized goods and marketing strategies that cater to the requirements and preferences of different socioeconomic groups. Furthermore, by identifying the difficulties faced by lower-income groups, this study will offer recommendations for improving the accessibility and inclusivity of tourism.

### REVIEW OF LITERATURE

**(Cottam, 2019)**, Several studies have shown that one of the main factors influencing travel habit is income. Due to their increased freedom in selecting locations, lodging, and activities, high-income tourists are frequently able to partake in luxury or foreign travel experiences.

**(Olsen, 2018)** Research indicates that income affects travel expenditures as well as preferences for particular experiences, with affluent travellers more inclined to look for upscale or exclusive encounters.

**(Cohen & Manion, 2019)**, It has been demonstrated that education has a major influence on travel preferences and motivations. A stronger appreciation for cultural and experiential travel is correlated with higher educational attainment.

**(Baker & Crompton, 2020)** When traveling, educated tourists frequently look to engage in educational activities, ecotourism, and cultural immersion.

**(Mowforth & Munt, 2016)**, Less educated tourists, on the other hand, could value leisure and relaxation over cultural interaction. Additionally, research shows that educational attainment affects understanding of sustainable practices, with better educated tourists showing a stronger propensity for responsible for travel behaviour.

(Patterson et al., 2020), Lower -income travellers, on the other hand, typically give priority to less expensive options, which may restrict their options and frequency of travel.

(Berns, 2020) Another important aspect affecting travel behaviour is age, with different age groups showing varied patterns. Adventure, social interaction, and immersive travel are frequently prioritized by younger tourists, especially Millennials and Generation Z.

(Smith & Jenner, 2020) On the other hand, older tourists could prefer familiar locations, comfort, and leisure; they frequently look for package discounts and guided excursions.

(Li et al., 2021) The significance of life stages has also been emphasized by research, which shows that family dynamics affect travel choices. Families with kids tend to choose family-friendly locations and activities, whereas single people may follow various interests. Travel behaviour is greatly influenced by family structure since choices for locations, lodging options, and activities are determined by the size, makeup, and dynamics of the family. Destinations with kid-friendly amenities are more likely to be chosen by families with kids.

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(Gonzalez et al., 2022), family vacationers frequently place a higher priority on value, safety, and convenience than do single or couple vacationers, which may result in differing travel habits. (Patterson et al., 2020) According to the literature, the need to balance the group's diverse demands and interests has a significant impact on family travel behaviour, frequently leading to compromises in activity and location selection. (Pizam, 2010) Travel habits and tastes are greatly influenced by one's cultural background. Culturally varied tourists frequently have various expectations, objectives, and degrees of community involvement.

(Chen & Rahman, 2020) Certain cultures place more importance on community involvement and local immersion than others, which can have an impact on anything from destination selection to the kinds of experiences sought. (Cohen, 2018) Cultural variations may influence how tourists view and engage with their environment, which may have an effect on how satisfied they are with their overall trip.

### Limitations of the Study

This study has a number of limitations, despite its goal of offering insightful information about how socioeconomic factors affect the travel habits of tourists. First, if the sample is restricted to particular demographics or geographical areas, it may not accurately reflect the total population of travellers, which could lead to sampling bias. This can provide findings that don't fairly represent the habits and inclinations of all socio-economic groups. Furthermore, using self-reported information from

questionnaire raises the risk of bias since respondents could give answers that are more socially acceptable than their actual travel preferences. Due to socioeconomic issues, the study might not have taken into consideration how these elements interact to influence travel decisions. The study's focus might also be restricted to important socioeconomic characteristics like age, family structure, money, and education, possibly ignoring other important elements like personality traits and outside events that have a big impact on travel behaviour. External validity may be limited if the study is limited to a particular nation or region, as the results may not be generalizable to other settings. Finally, because preferences might vary greatly depending on the season, time limits on data collection may limit the ability to capture seasonal fluctuations in travel behaviour.

## RESEARCH METHODOLOGY

### Research Design

Under this article, exploratory and descriptive research design is conducted. Ther data collected from 50 respondents from different in India. Convenience sampling method is chosen under non probability sampling method for data collection.

### Data Collection

Here, both the primary and secondary data are collected for completing the research. Primary data is collected through a structured questionnaire and the data collected from the residents' all over India through convenience sampling method. And the secondary data is collected from different books, journals, articles and websites related to this topic.

### Analysis and Interpretation

For the analysis and interpretation of the data collected, a new software known as SPSS (Statistical Package for Social Science). Karl Pearson's correlation co-efficient is used to analyse the data which is between -1 and +1.

Correlations			
		Factors helps planning your travel	Motivation to travel
Factors helps planning your travel	Pearson Correlation	1	.426**
	Sig. (2-tailed)		.002
	N	50	50
Motivation to travel	Pearson Correlation	.426**	1
	Sig. (2-tailed)	.002	
	N	50	50

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Two variables are taken into consideration for analysis such as factors that helps the residents in planning their travel and the motivation towards their travel. Here, the relationship between the two variables is moderate positive correlation. it means that both the variables here correlated are moving on the same direction positively. In this context, the correlation of the two variables lies in .426.

Correlations			
		Type of Destination you prefer	Resources used for travel planning
Type of destination you prefer	Pearson Correlation	1	.635**
	Sig. (2-tailed)		<.001
	N	50	50
Resources used for travel planning	Pearson Correlation	.635**	1
	Sig. (2-tailed)	<.001	
		50	50

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Here also the analysis has been done based on two variables such as type of destination you prefer in travel and the resources that are used for travel planning. Under this, both the variables are also moves on the same direction which means the moderate positive correlation. The Pearson's correlation under this relationship is 0.635.

Correlations			
		Sustainability in travel destination	Barriers to travel
Sustainability in travel destination	Pearson Correlation	1	.428**
	Sig. (2-tailed)		.002
	N	50	50
Barriers to travel	Pearson Correlation	.428**	1
	Sig. (2-tailed)	.002	
		50	50

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Here, the two variables are taken into consideration for analysis and interpretation. The variables are sustainability in travel destination and the barriers in residents' travel. The relationship explains that the variables are moving on the same direction which means moderate positive correlation. The correlation lies in 0.428.

### Findings of the Study

- Income levels and the frequency of travel are strongly positively related. Compared to lower-income groups, who might only be able to afford sporadic travel, higher-income persons often travel more frequently, many of them taking several trips annually.
- High-income tourists typically set aside more money for travel-related costs like lodging, meals, and activities, which makes them more interested in upscale and unique experiences.
- Higher educated respondents are more likely to place a higher value on ecotourism, educational travel, and cultural encounters. They show a stronger desire to understand the customs, history, and culture of the places they go to.
- Knowledgeable tourists are more likely to look for ethical

travel options that fit with their values and exhibit a greater awareness of sustainable tourism practices.

- Different age groups have different tastes when it comes to travel. Younger tourists are more interested in adventure and social interactions, and they frequently use social media to organize and get ideas for their trips. Older tourists, on the other hand, frequently choose all-inclusive packages or scheduled trips in search of familiarity and comfort.
- Destinations that accommodate family demands, such resorts with kid-friendly services and activities, are given priority by families with kids. Families frequently look for locations that provide a variety of activities appropriate for all ages, therefore the presence of children greatly affects destination selections.
- Socioeconomic differences have an impact on digital literacy and access to technology, which in turn affects how tourists organize and reserve their vacations.
- People with higher incomes and more education are more likely to organize their trips using digital tools and platforms, whereas those with lower incomes are less likely to do so.
- Travelers with limited digital access may lose out on opportunities for more individualized experiences and better deals, while those with access to internet travel tools are better equipped to make educated judgments.
- Higher-income travellers frequently claim adventure and personal growth as the main motivations for their travel choices, even though leisure and relaxation are prominent motivators.
- Peer recommendations and social media have a big impact on travel choices, especially for younger tourists.

### CONCLUSION

A complex environment influenced by age, family structure, income, education, and cultural background is revealed by the investigation of socioeconomic aspects influencing the travel habits of tourists. Each of these socioeconomic factors has a significant impact on the frequency and kind of travel that is done as well as the particular tastes and experiences that certain demographic groups are looking for. While lower-income travellers frequently place a higher value on affordability and local possibilities, higher income levels are typically associated with more frequent travel, a wider variety of destination options, and a preference for premium experiences. Similar to this, a person's level of education affects why they travel; those with higher levels of education tend to favour sustainable practices and cultural immersion. Given that different generational groups have different objectives and tastes, age is a significant element that influences travel behaviours. While older travellers tend to favour comfort and security, younger travellers tend to seek adventure and social experiences. Family dynamics make travel decisions even more difficult because a family's size and makeup might influence their preferences for particular activities and places to visit. Travel behaviour is greatly influenced by cultural background, which affects expectations for overall travel experiences, motivations, and interaction with local cultures. The review's conclusions highlight how critical it is to acknowledge these socioeconomic factors in the travel and tourism sector to effectively adjust their services and marketing



tactics, stakeholders including destination marketers, tourist enterprises, and policymakers must take into account the varied demands and preferences of different socio-economic groups. Overall, this study underlines the need for more research in this field in addition to highlighting the complex interactions between socioeconomic factors that influence the travel habits of tourists. Further research will deepen our understanding of these processes as global trends, consumer tastes, and socioeconomic situations change, allowing the tourist sector to adapt and prosper in a more varied and complicated environment.

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